



# Vermont Tobacco Data Tobacco Grantee Meeting January 12<sup>th</sup>, 2016 White River Junction



## Objectives

- ❑ Review main sources for tobacco surveillance data
- ❑ Share most recent data on key tobacco-related measures
- ❑ Demonstrate where to find frequently requested data on the VDH website

# Main Tobacco Data Sources



**Behavioral Risk Factor Surveillance System (BRFSS):** Annual nationwide health-related phone survey that collects state data about U.S. residents regarding their health-related risk behaviors, chronic health conditions, use of preventive services, and demographic factors.

- ❑ ~6,400 Vermont Adults (18+) surveyed each year
- ❑ Smoking history, quit attempts, and use of other tobacco products
- ❑ Contains key demographic data (age, race, gender, education, income, chronic health conditions, risk factors, and insurance status, sub-state geography)

**Youth Risk Behavior Survey (YRBS):** Biannual nationwide survey of youth to measure the prevalence of behaviors that contribute to the leading causes of death, disease, and injury. The YRBS is part of an effort to help communities increase the “resiliency” of young people by reducing high risk behaviors and promoting healthy behaviors.

- ❑ Vermont middle and high school students surveyed every other year
- ❑ Cigarette and OTP use, initiation & cessation, media exposure & perception, secondhand smoke exposure, and discussions with health care providers

**Vermont Adult Tobacco Survey (VT-ATS):** Population-based phone survey used to help evaluate the effectiveness of the Vermont Tobacco Control Program’s (VTCP) efforts to reduce smoking and increase awareness and knowledge of smoking-related issues among Vermont adults.

- ❑ Biannual survey of Vermont adults (18+)
- ❑ Cigarette and OTP use, secondhand smoke, cessation, policies, media exposure, risk perception, and social influences

# Other Tobacco Data Sources



**Pregnancy Risk Assessment Monitoring System (PRAMS):** Ongoing survey of Vermont women who recently gave birth that asks about their experiences and behaviors before, during and shortly after their pregnancy.

- ❑ Includes questions regarding cessation counseling and cigarette use before and during pregnancy and in the child's early infancy

**College Health Survey (CHS):** Newly implemented survey regarding college students' health habits, behaviors, and perceptions.

- ❑ 10 schools participated in 2014
- ❑ Tobacco Use, OTP Use, and perceptions (*e-cigs added in 2015*)

**School Health Profiles:** Survey to middle and high school principals and lead health educators to assess school health policies and practices.

- ❑ Tobacco use policies, cessation services for students and staff, prevention topics taught

**Quitline Cessation Data:** Data reports regarding phone and online registrants to 802Quits to help inform and evaluate Quitline and overall VTCP practice.

- ❑ Pregnancy-related calls, referral summary, web metrics, text messages, demographics of registrants, Medicaid information
- ❑ 7-month follow-up: quit rate, engagement, quit rate by number of calls, satisfaction

**Point of Sale – Counter Tools:** Audit of tobacco retailers regarding POS tobacco marketing and pricing

**Macro Poll:** Ad hoc poll of Vermonters regarding specific tobacco topics (E-cigs in workplace, smoke free housing, smoking in vehicle with children present)

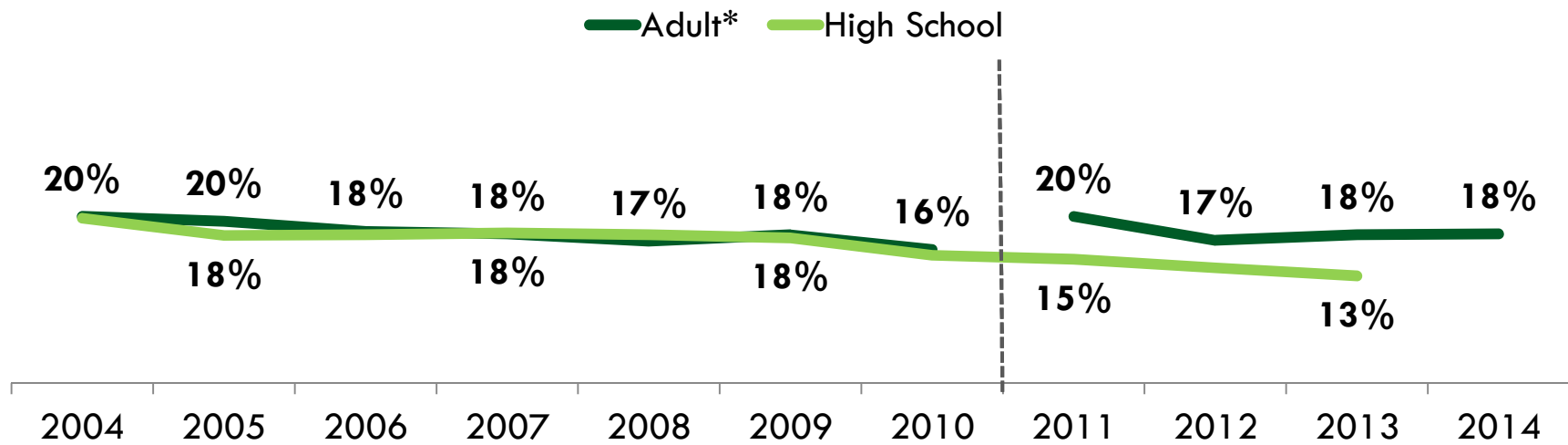
**Local Opinion Leader Survey:** Survey of local opinion leaders regarding tobacco related attitudes & policies

# Tobacco Use in Vermont



## Adult and youth cigarette smoking prevalence

In 2014, 18% of adults were current smokers and in the most recent data for youth (2013), 13% of high school students were current smokers. Cigarette smoking among students has decreased significantly in the past decade, while smoking prevalence among adults has remained similar over time.



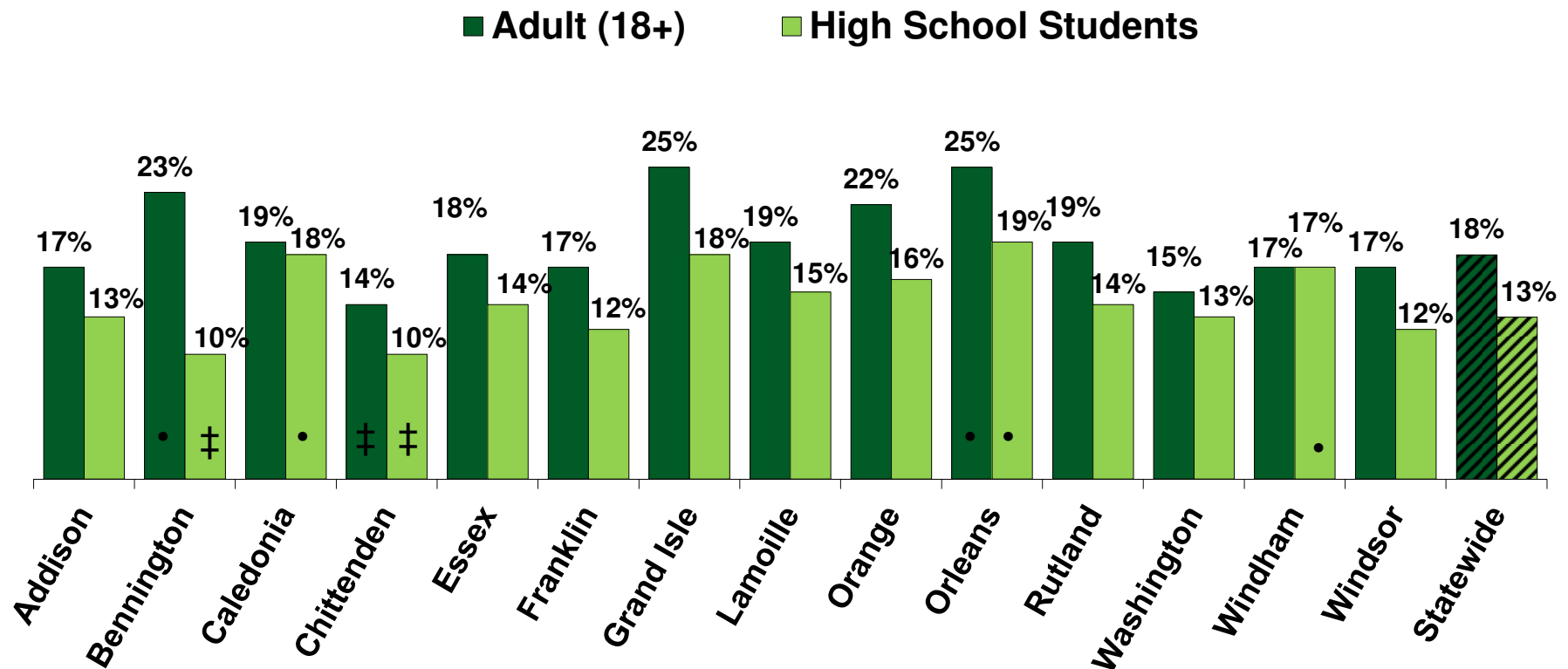
Source: VT BRFSS 2004 – 2014 & YRBS 2005 - 2013

\*Adult data on this page are age adjusted to the U.S. 2000 population

--- Comparisons between data collected in 2011 and later and that from earlier years should be made with caution due to changes in survey methodology



# Adult and Youth Smoking Prevalence by County



Source: VT BRFSS 2013 – 2014 & YRBS - 2013; Youth = High school students in grades 9-12

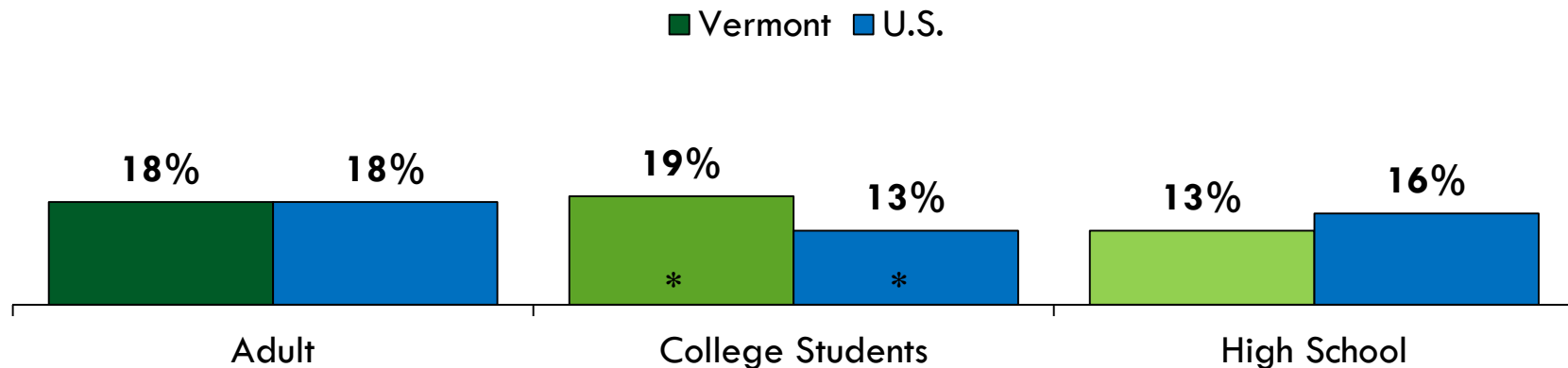
\*Adult data on this page are age adjusted to the U.S. 2000 population

‡ Significantly lower than the statewide average, • Significantly higher than the statewide average

# Tobacco Use

## Comparison of Vermont and U.S. smoking prevalence

- The smoking prevalence among Vermont college students (19%) was significantly higher than for college students nationwide (13%).
- Among adults and high school students, the smoking prevalence of Vermonters was not significantly different than the U.S. averages.



Source: VT & US BRFSS 2014, VT & US ACHA-NCHA-II 2014, YRBS 2013

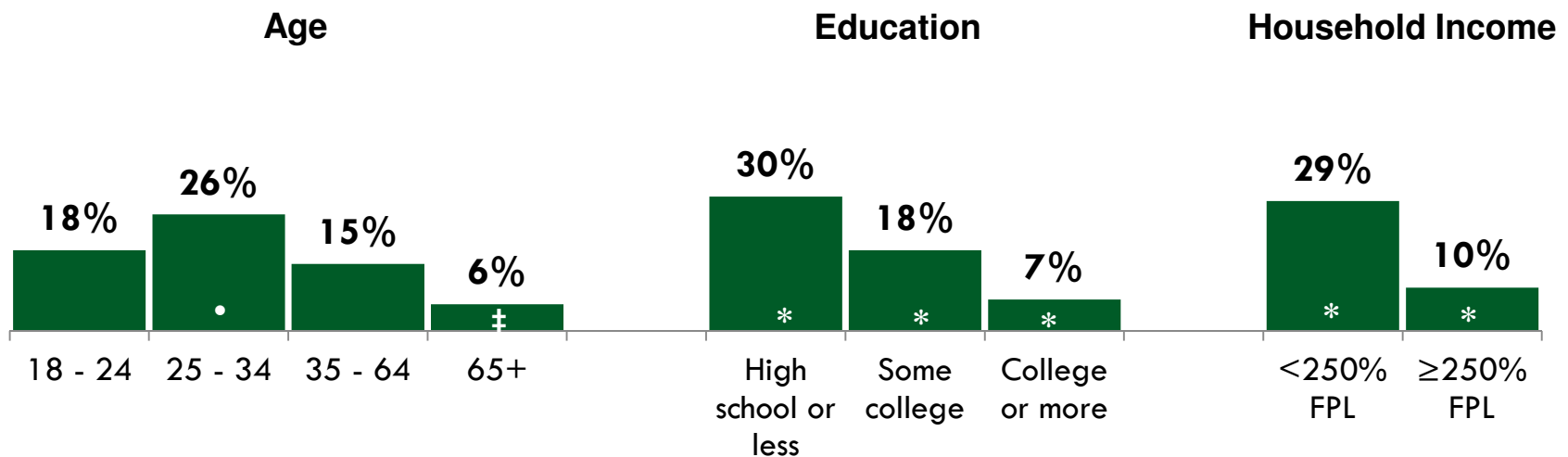
Adult data on this page are age adjusted to the U.S. 2000 population

\* Group is significantly different from other group

# Tobacco Use in Vermont

## Adult smoking prevalence by demographic characteristics

Vermonters 25 – 44 years old were significantly more likely than other age groups to report smoking. Adults 65 and older were significantly less likely to smoke compared to younger adults. Adults with less education and lower annual household incomes have higher smoking rates than those with more education or income.



Source: VT BRFSS 2014

All data on this page are age adjusted to the U.S. 2000 population, except that broken down by age

‡ Significantly lower than other groups, • Significantly higher than other groups

\* Group is significantly different from other subgroups within demographic breakdown

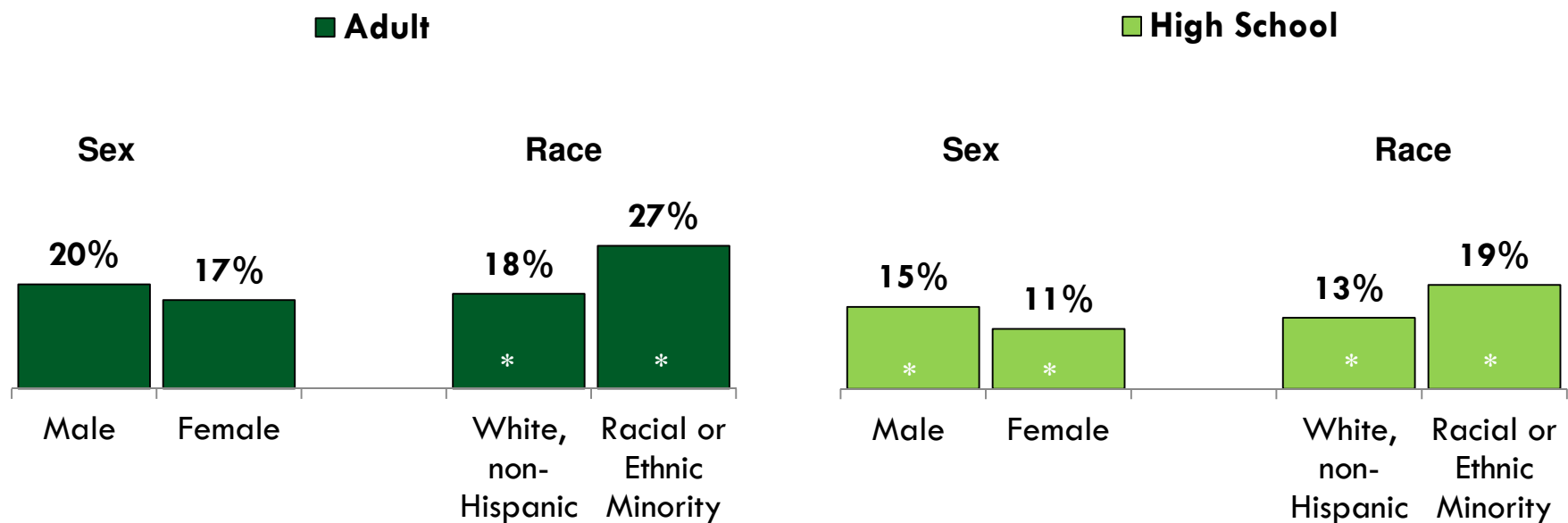


# Tobacco Use

## Adult and youth smoking prevalence by demographic characteristics

In Vermont, adult men and women reported smoking at similar rates, while male high school students were significantly more likely to smoke compared to female students.

The prevalence of cigarette use was statistically higher among racial or ethnic minorities compared to white non-Hispanics among adults and high school students.



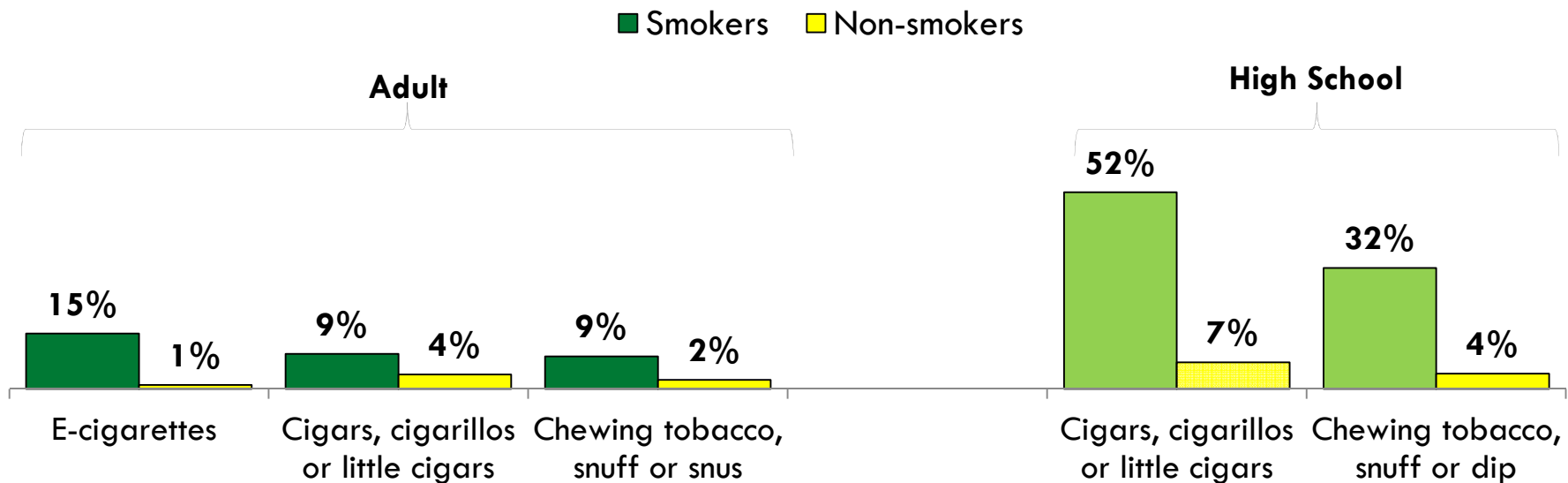
Source: VT BRFSS 2014, YRBS 2013. Adult data on this page are age adjusted to the U.S. 2000 population.

\* Group is significantly different from other group within demographic breakdown

# Tobacco Use

## Adult and youth prevalence of other tobacco product use

Vermont adults and high school students who smoke were significantly more likely to use other tobacco products (OTP) and tobacco substitutes compared to non-smokers. The difference was particularly large among students: less than one in ten non-smokers used a cigar product or chewing tobacco while approximately half of smokers used a cigar product and one-third used chewing tobacco.



Source: VT ATS 2014, VT YRBS 2013

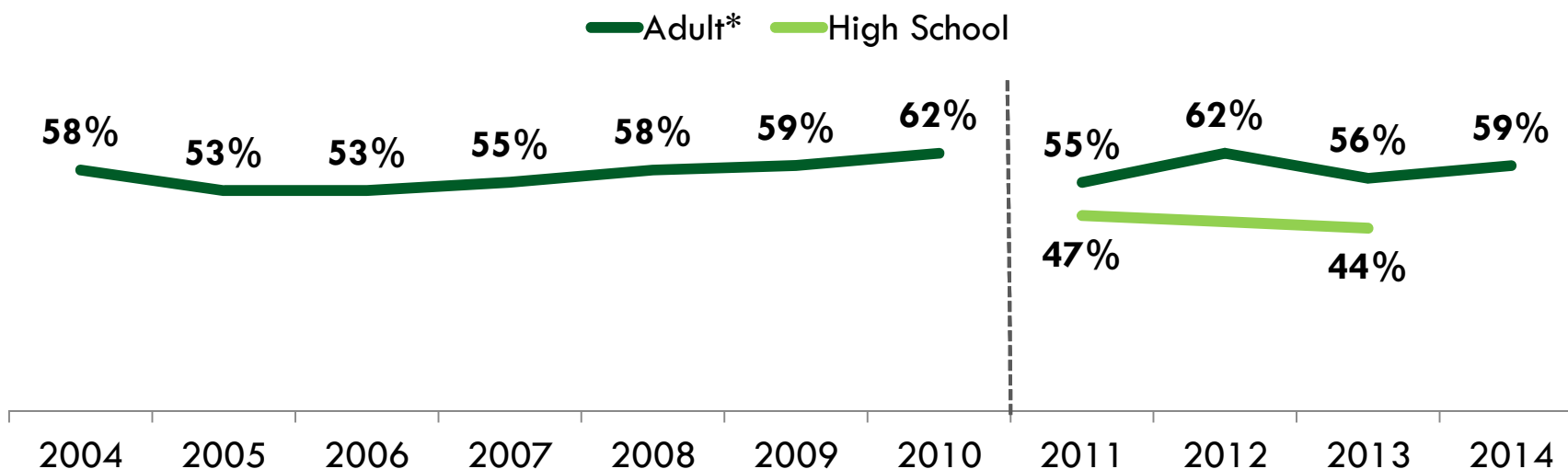
Adult OTP use defined as use everyday or some days. Youth OTP use defined as use in the past 30 days

# Quit Attempts



## Adult and youth quit attempts

- Among adults, 59% said they made an attempt to quit smoking in the past year.
- Fewer than half of high school smokers reported attempting to stop during the previous year.  
Quit attempts among students in 2013 were statistically similar to 2011.



Source: VT BRFSS 2004 – 2014 & YRBS 2011 – 2013

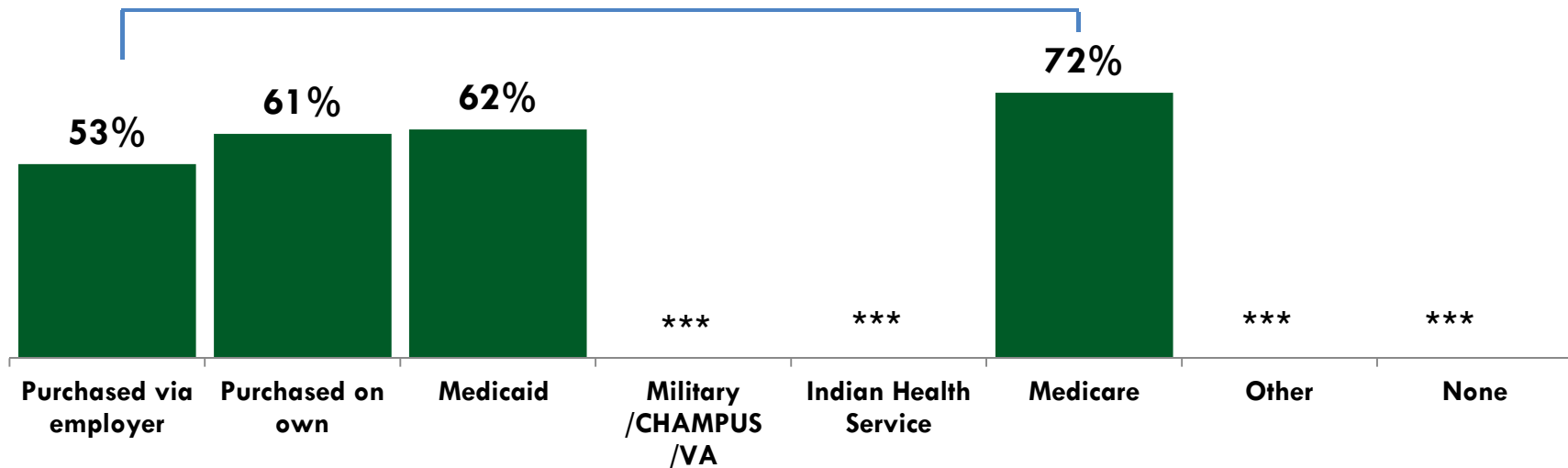
Adult data on this page are age adjusted to the U.S. 2000 population

--- Comparisons between data collected in 2011 and later and that from earlier years should be made with caution due to changes in survey methodology

# Quit Attempts

## Adult quit attempts by demographic characteristics

- In 2014 quit attempts were significantly different when comparing Vermonters based on their primary health insurance coverage; those with health insurance purchased by an employer had a lower rate of quit attempts (53%) compared to those covered by Medicare (72%).
- There were no statistically significant differences in quit attempts by age, education, FPL, gender, or race among Vermont adults.



Source: VT BRFSS 2014

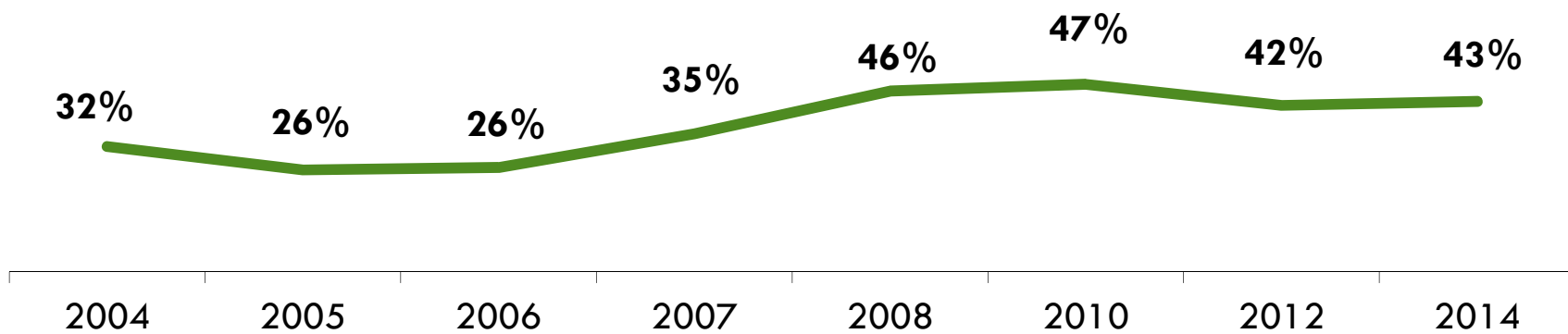
All data on this page are age adjusted to the U.S. 2000 population.

\*\*\* Numbers too small to report

# Quit Attempts

## Adult anticipated quit attempts

- In 2014, 43% of Vermont adults who are current smokers were seriously thinking of quitting in the next 30 days.
- The proportion of current smokers who anticipate quitting has risen significantly since 2004 but has remained relatively unchanged since 2008.

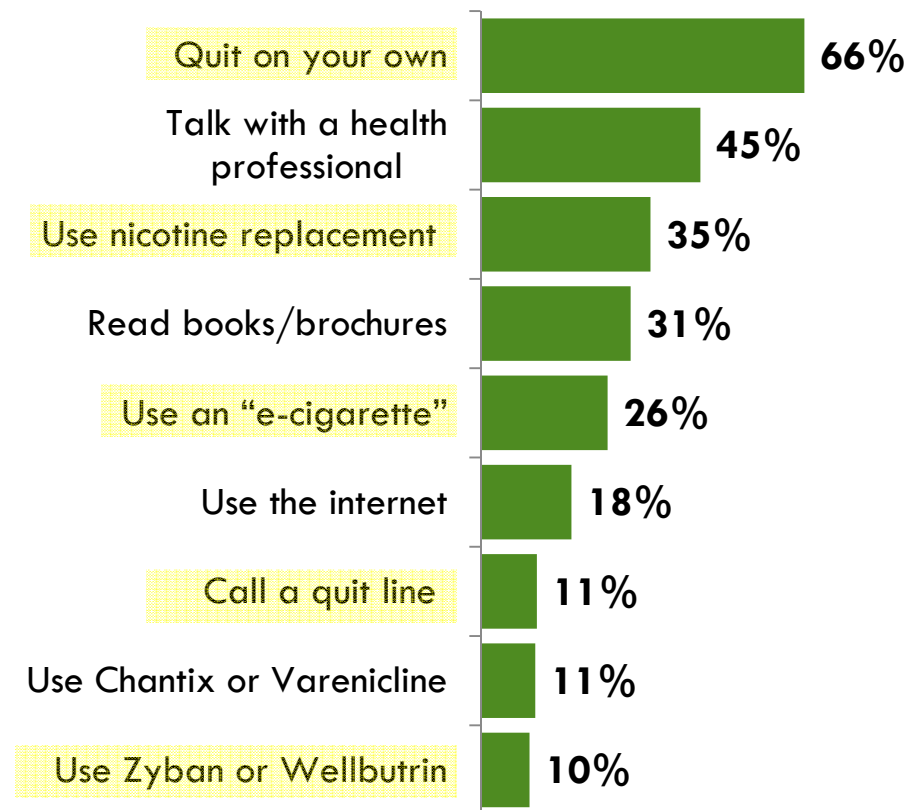


Source: VT ATS 2004 – 2014

# Quit Attempts

## Cessation methods used by current smokers

- During their most recent quit attempt, 66% of current adult smokers tried to quit without help. This proportion has remained consistent since 2006.
- 45% of current smokers reported they talked with a health professional.
- 35% of current smokers used NRT.
- The proportion of current smokers who reported use of an e-cigarette as a cessation method increased from 19% in 2012 to 26% in 2014, though this was not statistically significant.
- An equal number of smokers used the TCP Quit by Phone (Quitline) service (11%), Chantix (11%) or Zyban (10%).



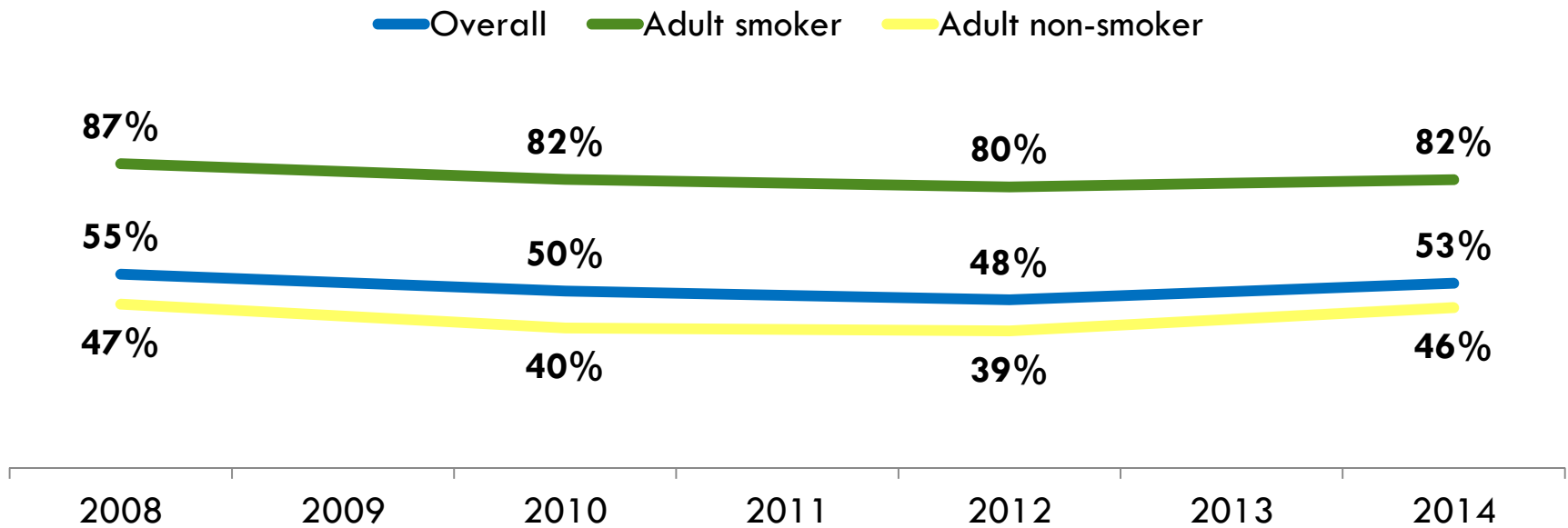
Source: VT ATS 2014



# Secondhand Smoke

## Adult secondhand smoke exposure

The trend for adult secondhand smoke exposure has not significantly changed since 2008 for both smokers and non-smokers.

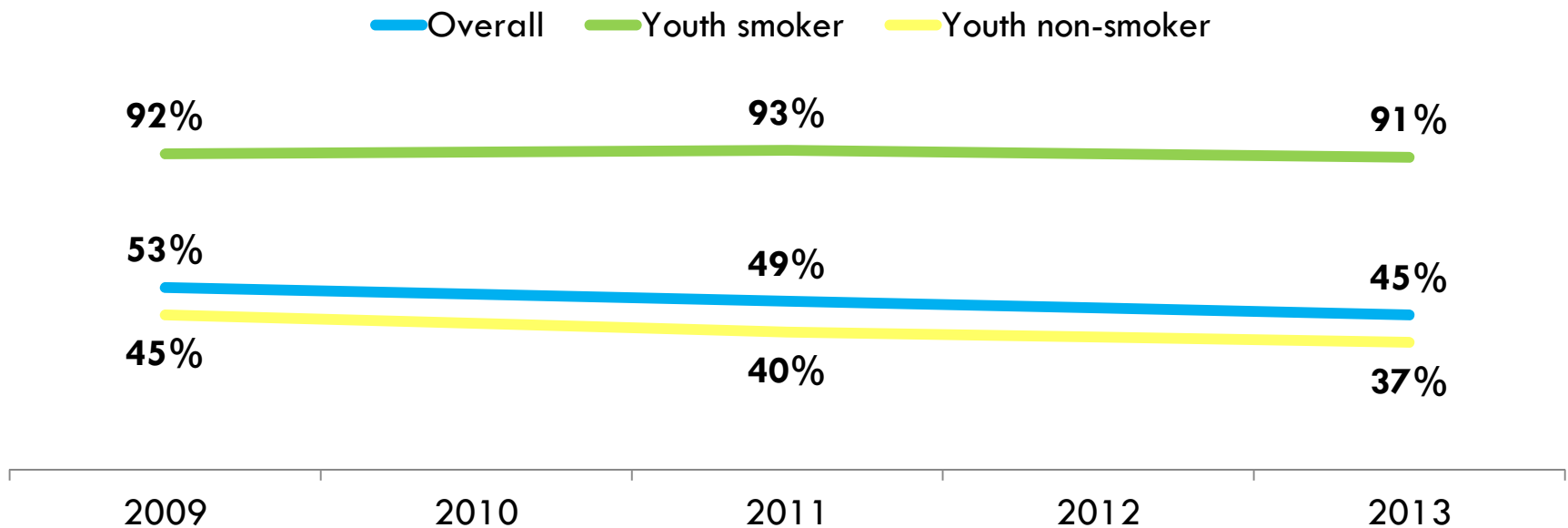


Source: VT ATS 2008 - 2014

# Secondhand Smoke

## Youth secondhand smoke exposure

Since 2009, secondhand smoke exposure among non-smoking high school students has significantly declined.

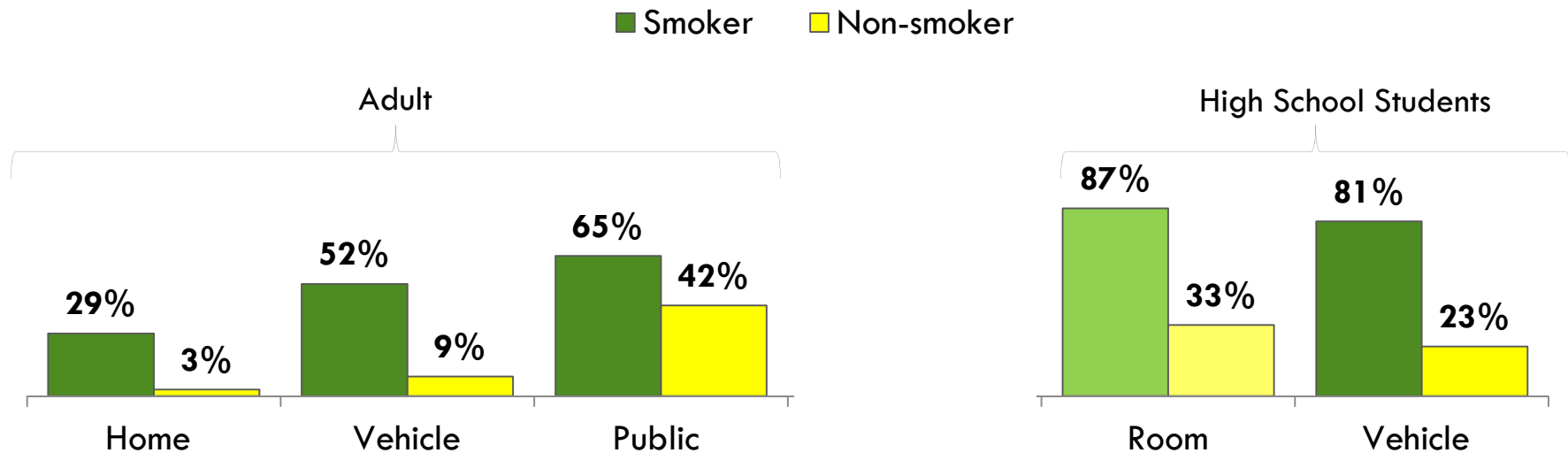


Source: VT YRBS 2009 - 2013

# Secondhand Smoke

## Adult and youth secondhand smoke exposure by location

- Secondhand smoke exposure was more likely among smokers regardless of location. Among adults, exposure was most likely in a public place (65% among smokers and 42% among non-smokers).
- High school students who smoke were very likely to be exposed regardless of location (room exposure, 87% and vehicle exposure, 81%).

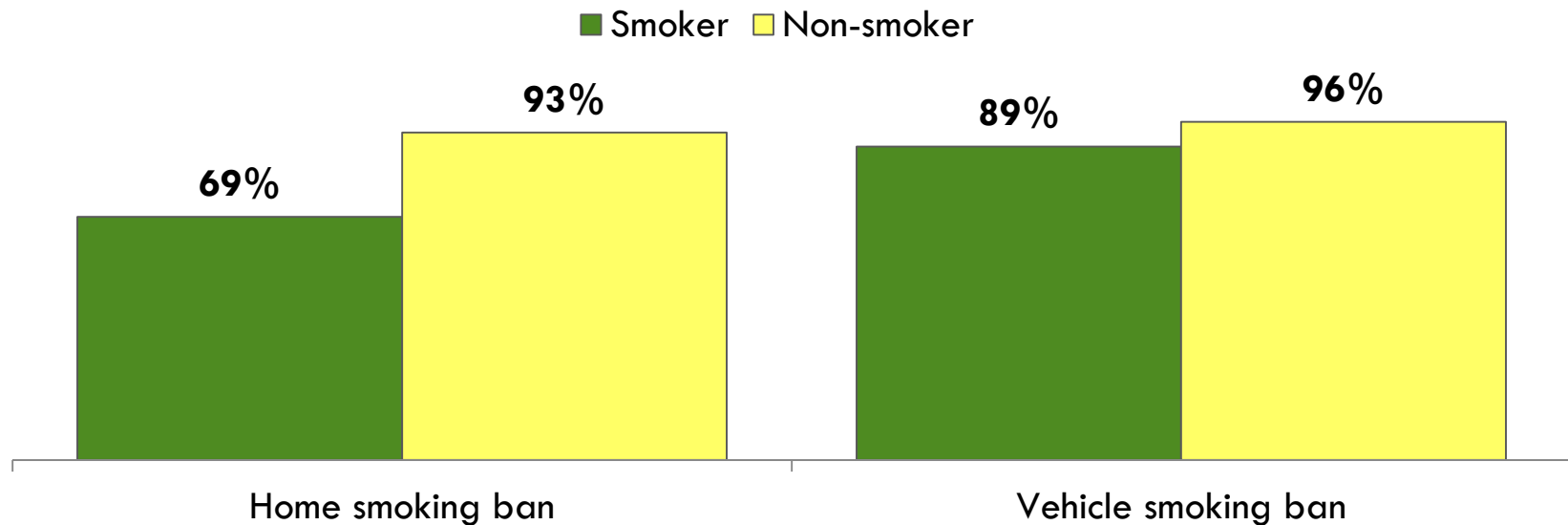


Source: VT ATS 2014, VT YRBS 2013

# Secondhand Smoke

## Adult home and vehicle smoking bans

- The presence of a home smoking ban was reported for two-thirds of smokers (69%) and nearly all non-smokers (93%).
- The presence of a vehicle smoking ban was reported for a high proportion of smokers (89%) and nearly all non-smokers (96%).

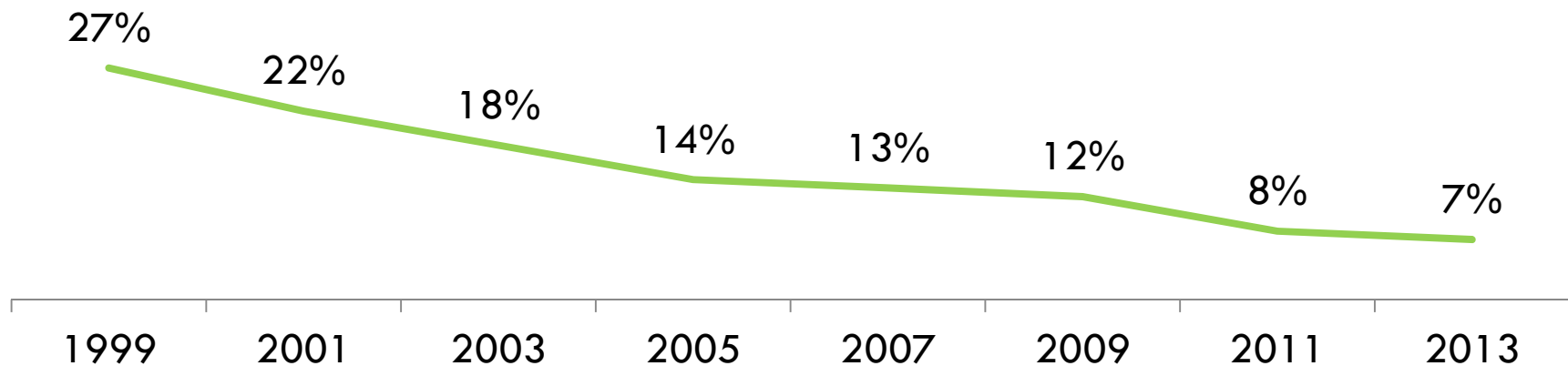


Source: VT ATS 2014

# Tobacco Use Initiation

## Initiation of cigarette use before age 13

- In 2013, 7% of high school students reported smoking a whole cigarette before age 13.
- Smoking before age 13 decreased significantly from 2011 to 2013 and continued a downward trend since 1999.



Source: YRBS 2005 - 2013

# Tobacco Use Initiation

## Initiation of cigarette use before age 13 by demographic characteristics

- Male students were significantly more likely than female students to smoke a cigarette before the age of 13.
- Students of racial or ethnic minority reported twice the rate of cigarette use before age 13 as compared to white, non-hispanic students (13% vs. 6%, respectively).



Source: VT YRBS 2013

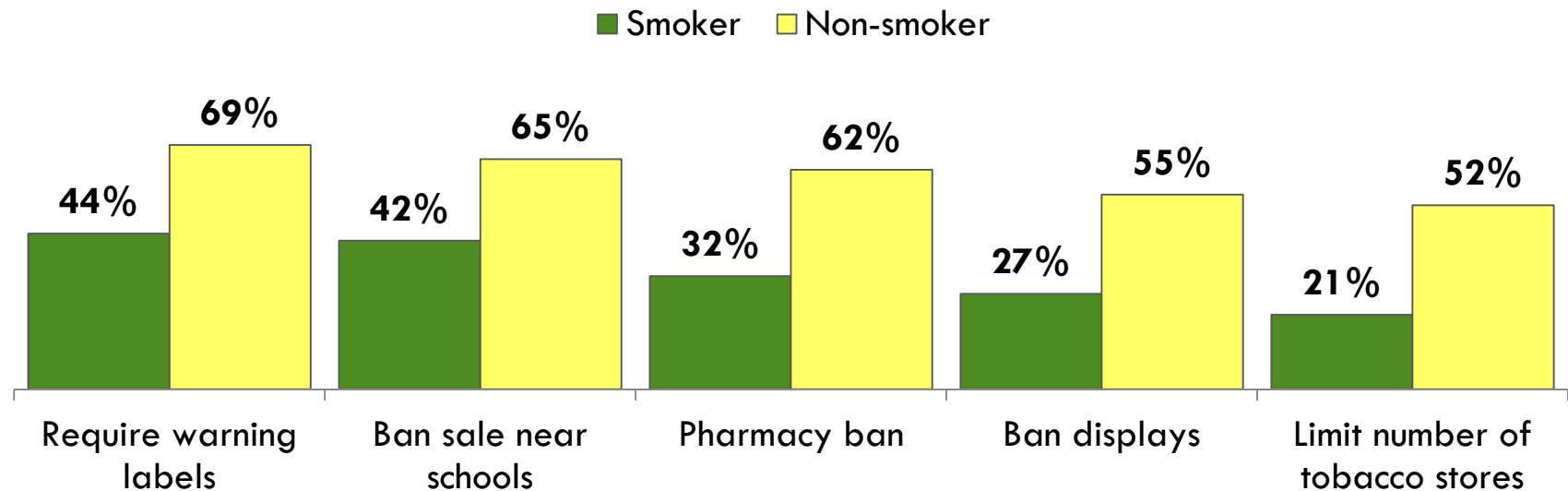
\* Group is significantly different from other group



# Tobacco Use Initiation

## Adult attitudes on cigarette advertising and sale restriction policies

- About two-thirds of adult non-smokers were in favor of required warning labels on cigarette packs (69%) and banning tobacco sales near schools (65%).
- Over half of non-smokers were in favor of banning tobacco sales from pharmacies (62%), banning tobacco product displays (55%) and limiting the number of stores that sell tobacco (52%).



Source: VT ATS 2014

# Where Can I Find Tobacco Data?



Vermont Department of Health

# Where Can I Find Data Reports?... 1, 2, 3!

<http://Healthvermont.gov>

The screenshot shows the Vermont Department of Health website. The header includes the Vermont logo and the text "Department of Health Agency of Human Services". Below the header is a navigation bar with links: Home, Contents A to Z, Site Map, Contact Us, About Us, and a search box. The main content area features a "Public Health Spotlight" section with the text "1/4 - Make 2016 the year you quit tobacco. We can help - visit 800Quits.org!". Below this are several categorized links: Children & Families, Diseases & Prevention, Substance Abuse Programs, Emergency & Public Health Preparedness, Community Public Health, A Healthy Environment, Health Research, Data and Records, and Health Care Professionals. A sidebar on the left contains "QUICK LINKS" and "NEWS & ALERTS". The footer includes contact information and a copyright notice for 2016.

The screenshot shows the "Health Research Data & Records" page on the Vermont Department of Health website. The header is identical to the previous screenshot. The main content area is titled "Health Research Data & Records" and includes a sub-header "Public Health Surveillance is the analysis, collection, and reporting of data, research, and records that inform and guide our work to protect and promote the health of Vermonters." Below this is a paragraph stating "These resources provide the public with access to information about population health status and contributors to health." A list of resources is provided, including "Health Surveillance Data Encyclopedia", "Healthy Vermonters 2020", "Survey Data (Population-Based)", "Epidemiology and Surveillance", "Vital Records and Statistics", "Hospital Discharge Datasets and Reports", "Health Care Provider Surveys", "Population Estimates", "Registries and Tutorials", and "Vital Signs - Monthly CDC Program". A sidebar on the left contains "QUICK LINKS" and "Alerts & Advisories". The footer includes contact information and a copyright notice for 2016.

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# Data Reports

<http://healthvermont.gov/research/index.aspx>

REPORT	FOCUS	FREQUENCY (Most Recent Available)	DESCRIPTION and LINKS
<b>Adult Tobacco Survey Report</b>	Adult	Even Years (2014)	Report evaluates effectiveness of the Vermont Tobacco Control Program's efforts to reduce smoking and increase awareness & knowledge of smoking-related issues. <a href="http://healthvermont.gov/prevent/tobacco/documents/ats_report_2014.pdf">http://healthvermont.gov/prevent/tobacco/documents/ats_report_2014.pdf</a>
<b>Instant Atlas Tobacco Measures</b>	Adult/ high school	With new data	Maps and trends of key tobacco measures on a statewide and local level (County, Hospital Service Area, and District Office). (Adult and adolescent prevalence, quit attempts, # statewide laws, secondhand smoke exposure). <a href="http://healthvermont.gov/hv2020/index.aspx">http://healthvermont.gov/hv2020/index.aspx</a>
<b>Tobacco Dashboard</b>	Adult & youth	Quarterly	Statewide population indicators and performance measures. <a href="http://healthvermont.gov/hv2020/dashboard/tobacco.aspx">http://healthvermont.gov/hv2020/dashboard/tobacco.aspx</a>
<b>Tobacco Surveillance Website</b>			Tobacco related reports and data briefs. <a href="http://healthvermont.gov/prevent/tobacco/surveillance.aspx">http://healthvermont.gov/prevent/tobacco/surveillance.aspx</a>
<b>BRFSS Annual Data Summary Report</b>	Adult	Annually (2014)	Most comprehensive report on the health of Vermont adults and behavioral risk factors; contains section on smoking, quit attempts and use of smokeless tobacco. <a href="http://healthvermont.gov/research/brfss/reports.aspx">http://healthvermont.gov/research/brfss/reports.aspx</a>
<b>District Office Summary Report</b>	Adult	Even Years (2011-2012)	For District Office Reports of BRFSS data, scroll to bottom portion of the webpage <a href="http://healthvermont.gov/research/brfss/reports.aspx">http://healthvermont.gov/research/brfss/reports.aspx</a>
<b>Youth Risk Behavior Survey (YRBS) Report</b>	Middle and High School Students	Odd Years (2013)	Report on the prevalence of behaviors that contribute to leading causes of injury, disease and death among youth; contains tobacco use, quit attempts, second hand smoke exposure, and attitudes related to tobacco. <a href="http://healthvermont.gov/research/yrbs.aspx">http://healthvermont.gov/research/yrbs.aspx</a>



# BRFSS Annual Data Summary Report

## Tobacco Use – Cigarette Smoking\*

In 2014, less than two in ten (18%) reported being cigarette smokers. This is the same proportion reported by U.S. adults overall.

Men and women report smoking at statistically similar rates.

Smoking prevalence is highest among adults 25-44 and lowest among those 65 and older.

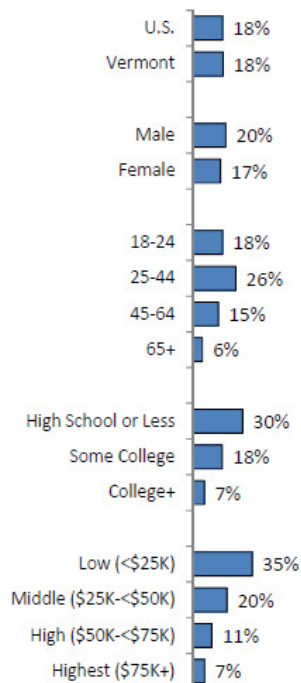
- Adults 25-44 are significantly more likely to report smoking compared with all other age groups.
- Adults 65 and older are significantly less likely to smoke than younger adults.

Adults with less education and lower annual household incomes have higher smoking rates than those with more education and income.

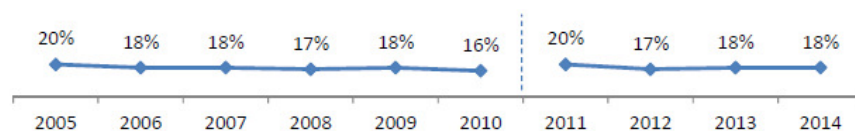
- All differences by education level are statistically significant.
- All differences by annual household income level are statistically significant, except that between those in homes with high and the highest income levels.

Overall, smoking rates are statistically unchanged since 2011.

**Current Smoking\*  
Vermont Adults, 2014**



**Current Smoking\*  
Vermont Adult Residents 2005-2014**



\*All data on this page are age adjusted to the U.S. 2000 population, except that broken down by age.  
[Note: This measure is a Healthy Vermonters 2020 goal.]

<http://healthvermont.gov/research/brfss/reports.aspx>

# District Office Summary Report

## White River Junction Health District

### 2012 Behavioral Risk Factor Surveillance System Data

Guidance • Support • Prevention • Protection

VDH – Public Health Statistics  
May 2014

<http://healthvermont.gov/research/brfss/reports.aspx>

#### Risk Behaviors

There are no statistically significant differences in White River Junction adults in the rates of current smoking and not participating in physical activity, by gender.

Among White River Junction area adults, smoking prevalence decreases with increasing age.

- Adults 18-44 are significantly more likely to smoke than those in older age groups.

Not participating in physical activity does not vary significantly by age.

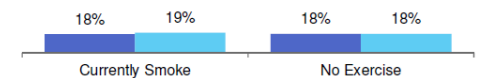
Smoking also decreases with increasing income level.

- Adults in homes making \$50,000 or more per year are significantly less likely to smoke than those in homes making less than \$25,000 annually.

There are no statistically significant differences among White River Junction adults in not participating in physical activity by annual household income level.

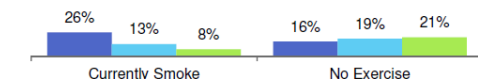
Risk Behaviors by Gender  
White River Junction Adults

■ Males ■ Females



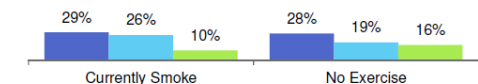
Risk Behaviors by Age

■ 18-44 ■ 45-64 ■ 65+



Risk Behaviors by Income Level

■ <\$25K ■ \$25K-<\$50K ■ \$50K+



Note: Smoking and physical activity data, except that by age, are age-adjusted to the U.S. 2000 population.



# Maps & Trends and Performance Dashboard

VDH Healthy Vermonters 2020 - Im... VT Health Statistics VDH Healthy Vermonters 2020 - .

Health Professionals  
Healthy Environment  
Local Health  
News Room  
Substance Abuse  
STATE OF VERMONT  
Jobs  
Internships  
Directory  
VERMONT HEALTH CONNECT  
Find the plan that's right for you.  
2-1-1  
Get Connected. Get Answers.  
United Ways of Vermont  
VDH Intranet  
AHS Intranet  
Secure Information Systems  
Get Adobe Reader

### How Are We Doing Measuring Progress with the Healthy Vermonters Toolkit

The Health Department works to improve the health of Vermonters by regularly reporting on and applying data to make decisions.

Using the Toolkit, this information is available through our Performance Dashboard and interactive Maps & Trends data.

### Performance Dashboard

Built on the concepts of *Results Based Accountability*™ This is the "How we are doing?" part.

The Performance Dashboard is made up of the scorecards that display population indicators and performance measures

- Population Indicators** (such as smoking prevalence) are measures for which the Health Department, with state government and community partners, share responsibility for making change. All Healthy Vermonters 2020 indicators are displayed.
- Performance Measures** (such as the percentage of smokers registered with the Vermont Quit Network), are measures for which our programs are responsible for the performance of interventions - the things that, over time, will improve health - as reflected in the population indicators (such as reduced smoking prevalence).

## Maps & Trends

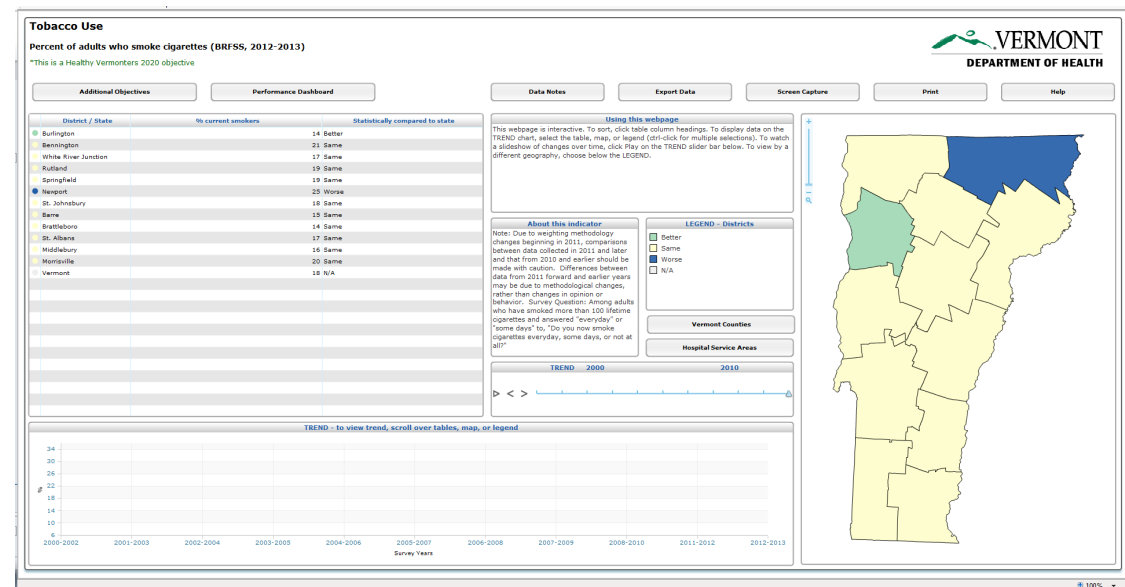
Health Department routinely uses three ways to assess population indicators (such as smoking prevalence) at the local level: by county, by district office area, and by hospital service area (HSA). Maps & Trends links you to maps, tables and graphs for all Healthy Vermonters 2020 indicators and goals.

## Healthy Vermonters Toolkit

**Healthy Vermonters 2020 Quick Reference**  
Summary list of all 122 Healthy Vermonters 2020 indicators, organized by topic, and includes for each indicator: 2010 baseline data, a target value for 2020, data source, and availability by geography.

Statewide Population Indicators	Maps & Trends	Performance Dashboard
<b>HV2020 Goal: A Healthy Lifetime</b>		
Family Planning	County District HSA	Dashboard
Maternal & Infant Health	County District HSA	Dashboard
Early Childhood Screening	County District	Dashboard

<http://healthvermont.gov/hv2020/>



Questions??



# Contact Information



## **Vermont Tobacco Control Program**

Vermont Department of Health

PO Box 70

108 Cherry Street

Burlington, VT 05403

Phone: 802-863-7330

Email: [Tobaccovt@vermont.gov](mailto:Tobaccovt@vermont.gov)

Website: <http://healthvermont.gov/prevent/tobacco/index.aspx>

# Definitions of Tobacco Measures

<b>Current smoker</b>	Adult	Smoked at least 100 cigarettes in life and now smokes every or some days
	High school/ college	Smoked at least one cigarette during the past 30 days
<b>Smoker</b>	Adult	Current smoker or smoked at least 100 cigarettes in life and quit within the past 12 months
<b>Other tobacco product/tobacco substitute user</b>	Adult	Uses OTP/tobacco substitute everyday or some days
	High school/ college	Used OTP/tobacco substitute during the past 30 days
<b>Quit attempt</b>	Adult/ high school	Made at least one quit attempt in the last 12 months
<b>Secondhand smoke exposure</b>	Adult	Someone other than yourself smoked tobacco in your home or you were in a car with someone smoking tobacco or you breathed the smoke from someone who was smoking tobacco in an indoor or outdoor public space during the past seven days
	High school	In the same room or car as someone who was smoking during the past seven days
<b>Home or vehicle smoking ban</b>	Adult	Don't allow any smoking anywhere in their home (considered to allow smoking if smoking was permitted in some places or at some times in their home or if there were no rules about smoking in their home). Don't allow any smoking when children are in the vehicle (considered to allow smoking if smoking was permitted some times or anytime when children are in the vehicle or if there were no rules about smoking when children are in the vehicle).